



## COMMUNITY ASSESSMENTS

*How are you and your programs and services perceived? Are the positive outcomes you achieve known in the larger community? Are you known to potential clients, supporters and volunteers? Before you begin a strategic plan, initiate or refocus a communications strategy or do fundraising perhaps you should consider conducting a community assessment.*

MacIntyre Associates has experience in conducting community assessments that can be a valuable tool to guide you in many of your initiatives.

We work with your leadership to design an assessment document that asks your most important questions to persons whose opinions are of the most value to you. We then conduct independently confidential interviews with participants to be selected by CCF with the direction of the consultants. The consultants will use these interviews to determine what is known about you, how your work is valued, your perceived strengths and weaknesses, how well you are meeting the needs of the community and other relevant information from community stakeholders.

Through this process we can help you know to know which programs and services have the greatest impact on the needs of your potential clients, and determine what other community providers are offering resources to meet the same or complementary needs. At the same time, assessing which programs have the strongest support from funders and potential funders will allow you to target your efforts more precisely.

*Partnering for Mission*

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